



Montgomery County Public Libraries 2008 Customer Satisfaction Survey

**Analysis of Survey Results
October 28, 2008**

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Executive Summary

The Montgomery County Public Libraries has undertaken a survey of library users to determine customer satisfaction and to identify opportunities for improvements in library services. CountyStat has analyzed the results of that survey in three ways: system-wide results, results by branch, and results by demographic group. This report is organized in the same way. Raw response frequencies for all survey questions are included at the end of this report.

System-Wide Results

Respondents rated Montgomery County Public Libraries (MCPL) well both in terms of overall satisfaction and in each of the twenty-five service categories identified in the survey. The average overall satisfaction rating was 1.37 on a 5-point scale (1 was highest), and the average service category satisfaction was 7.39 on a 9-point scale (9 was highest). MCPL's four customer service categories and five buildings and amenities categories had the highest satisfaction ratings. Its six programs and services categories had the lowest satisfaction ratings of the twenty-five categories.

The two most common reasons for going to the library – cited by more than half of respondents – were to (1) borrow books or other materials and (2) entertainment. More than half of respondents visited the library on a weekly basis with another 25% visiting monthly. The three most common ways in which libraries made a difference in the lives of patrons – cited by more than 40% of respondents – were (1) provided resources to research personal information, (2) improved quality of life, and (3) helped with school assignments and projects.

Results by Branch

All branches received high overall satisfaction ratings. Average ratings ranged from 1.20 (Little Falls) to 1.56 (Silver Spring). Satisfaction with the service categories was also high. Average ratings across all twenty-five service categories ranged from 7.81 (Poolesville) to 6.99 (Silver Spring). The branches show patterns in their satisfaction ratings. Refer to Table 6 to see these patterns by branch.

Borrowing books and other materials was cited as the reason most people came to the library for 15 of the twenty branches included in the survey. In four branches – Davis, Fairland, Kensington, and Poolesville – the most common reason was entertainment. At one branch – Long Branch – the most common reason was help with school assignments and projects. All branches showed high percentages of respondents who visited weekly. Poolesville had a particularly high percentage of respondents who visited monthly (35%), and Gaithersburg had a high percentage who visited daily (16%).

In nine of the twenty branches, the most common way in which libraries made a difference in the lives of patrons was that they provided resources to research personal information. In four branches, the most common way was improved quality of life. In seven, the most common way was that they helped with school assignments and projects.

Results by Demographic Group

Among ethnic groups, whites showed the highest levels of overall satisfaction. Among age groups, respondents age 50 and older showed the highest levels of overall satisfaction.

Borrowing books and other materials was the most common reason for visiting the library for most demographic groups and age groups. For Hispanic, black, and African American demographic groups and for respondents younger than 35, the most common reason was help with school assignments and projects. Whites were the only demographic group where entertainment was the primary reason (tied with borrowing books). All demographic and age groups showed high percentages of weekly visitors. The highest percent of respondents who visited daily were found among Hispanic, black, and African American respondents along with those under the age of 18.

For males, whites, and respondents age 50 and older, the most cited way in which libraries made a difference was that they provided resources to research personal information. Among Asians, the most commonly cited way was improved quality of life. Among Asian Indians and respondents age 35 – 49, the most commonly cited way was that they provided story times, books, and materials for children. Among all other demographic and age groups, the most commonly cited way was that they helped with school assignments and projects.

Predictors of Overall Satisfaction

Of the twenty-five service categories that respondents were asked to rate in the survey, five were most predictive of overall satisfaction:

- Customer Service: Availability (availability of staff when assistance is needed)
- Customer Service: Courtesy (staff courtesy and approachability)
- Collections and Materials: Books et al (satisfaction with books, magazines, audio books, CDs, videos/DVDs)
- Collections and Materials: On hold (satisfaction with the availability of books, magazines, audio books, videos/DVDs that can be borrowed or placed on hold)
- Technology: Computers: Internet (availability of computers to access the Internet)

Notes About Survey Methodology

There were only 29 respondents from the Noyes branch, far fewer than the 200-600 responses from other branches. Results for Noyes therefore are not reported here.

Because of the sampling methodology employed for this survey, the analysis uses results at the branch level as the basis for comparisons. All system-wide results reported here and used for comparisons are calculated as the average of branch results.

System-Wide Results

Question 2: Overall satisfaction

Respondents rated their overall satisfaction with MCPL using a five-point scale where 1= very satisfied and 5= very dissatisfied. The average rating across all branches was 1.37, which indicates a high level of overall satisfaction with MCPL.

Question 5: Satisfaction by service category

Respondents were asked to rate their satisfaction with twenty-five different service categories in five groups using a 9-point scale where 1 = extremely dissatisfied and 9 = extremely satisfied (5 is neutral). The average rating across all service categories was 7.39. Table 1 shows the average rating for each of the twenty-five categories ordered from the category with the highest average down to the category with the lowest average. Note that all categories in the “Customer Service” and “Building Amenities” groups had higher than average ratings. All categories in the “Programs and Services” group had lower than average ratings.

Table 1: Comparison of satisfaction by service category

Satisfaction Level	Rating	Service Category
Higher Than Average Satisfaction	8.21	Customer Service: Helpfulness
	8.19	Customer Service: Courtesy
	8.08	Building Amenities: Cleanliness
	8.06	Customer Service: Availability
	8.00	Building Amenities: Lighting
	7.93	Building Amenities: Safety
	7.70	Building Amenities: Layout
	7.62	Customer Service: Convenience
	7.59	Building Amenities: Space
	7.57	Collections and Materials: Displays
	7.52	Collections and Materials: On hold
Average Satisfaction *	7.45	Collections and Materials: Books et al
	7.37	Technology: Catalog
	7.36	Technology: Computers: PAC
Lower Than Average Satisfaction	7.35	Collections and Materials: Hold time
	7.34	Technology: Website
	7.24	Technology: Help
	7.13	Technology: Computers: Internet
	6.96	Programs and Services: Relevance: Juvenile programs
	6.92	Collections and Materials: Downloadables
	6.87	Programs and Services: Quantity: Juvenile programs
	6.71	Programs and Services: Relevance: Adult programs
	6.61	Programs and Services: Quantity: Adult programs
	6.53	Programs and Services: Relevance: Teen programs
	6.51	Programs and Services: Quantity: Teen programs

* Difference between the service category rating and the average rating was not statistically significant.

Question 1: Main reasons for using the library

The first question on the survey asked respondents to indicate the main reasons they used the library during the past year. Table 2 lists the average percent of respondents that cited each

reason as one of their main reasons for using the library, in order from most-cited to least-cited.

Table 2: Percent of respondents that cited each reason for using the library

Reason	Percent
Borrow books and/or other materials	64%
Entertainment (leisure-time materials for reading, viewing, or listening)	60%
Educational purposes (homework, research, or take a class)	46%
Information (health, jobs, financial, news, business, travel, etc.)	36%
Use the computer and/or Internet services	29%
Read newspapers or magazines	20%
Attend a program or meeting	12%
Meet up with friends	8%
Other	7%

Question 3: Frequency of library visits

Question 3 asked respondents to identify how often they visited the library. Table 3 shows the average percent of respondents that visited at various frequencies, ordered from most-cited to least-cited.

Table 3: Frequency of library visits

Frequency	Percent
Weekly	53%
Monthly	25%
Daily	9%
Several times a year	9%
Today is first visit	2%
Don't recall	1%

Question 7: How have libraries made a difference in your life?

Question 7 on the survey asked respondents to indicate the ways in which libraries have made a difference in their lives or the lives of their children. Table 4 lists the average percent of respondents that cited each value as one of the ways that libraries have made a difference in their lives, in order from most-cited to least-cited.

Table 4: Percent of respondents that cited each value

Value Category	Percent
Provided resources to research personal information (health, finance, etc.)	44%
Improved my quality of life	42%
Helped me (or my family) with school assignments and projects	41%
Provided story times, books, and materials for my children	39%
Offered programs and materials for personal growth and entertainment	31%
Provided computers for my use and learning	29%
Presented a place to attend meetings, relax, socialize, and have fun	21%
Improved my career options	19%
Researched job opportunities	17%
Learned another language	10%
Other value	6%
Helped me grow a business	5%

Results by Branch

Question 2: Overall satisfaction

Respondents rated their overall satisfaction with MCPL using a five-point scale where 1= very satisfied and 5= very dissatisfied. The average rating for each branch is shown in Table 5. The average rating across all branches is 1.37.

Table 5: Comparison of overall satisfaction by branch

Worse Than Average		Average Satisfaction *		Better Than Average	
Rating	Branch Name	Rating	Branch Name	Rating	Branch Name
1.42	Germantown	1.35	Bethesda	1.20	Little Falls
1.44	Quince Orchard	1.36	Aspen Hill	1.22	Poolesville
1.44	Wheaton			1.25	Damascus
1.45	Fairland			1.26	Kensington
1.45	White Oak			1.27	Chevy Chase
1.47	Twinbrook			1.29	Potomac
1.48	Rockville			1.29	Davis
1.49	Gaithersburg				
1.49	Olney				
1.51	Long Branch				
1.56	Silver Spring				

* Difference between the branch rating and the average rating was not statistically significant.

Question 5: Satisfaction by service category

Respondents were asked to rate their satisfaction with twenty-five different service categories in five groups using a 9-point scale where 1 = extremely dissatisfied and 9 = extremely satisfied. The average rating across all service categories was 7.39.

Table 6: Comparison of satisfaction by service area by branch

Branch	Customer Service				Building Amenities					Collections and Materials					Technology					Programs and Services						Overall Score
	Availability	Helpfulness	Courtesy	Convenience	Space	Layout	Safety	Lighting	Cleanliness	Books et al	On hold	Downloadables	Hold time	Displays	Computers: PAC	Computers: Internet	Help	Catalog	Website	Relevance: Adult programs	Quantity: Adult programs	Relevance: Juvenile programs	Quantity: Juvenile programs	Relevance: Teen programs	Quantity: Teen programs	
All Branches	8.1	8.2	8.2	7.6	7.6	7.7	7.9	8.0	8.1	7.4	7.5	6.9	7.4	7.6	7.4	7.1	7.2	7.4	7.3	6.7	6.6	7.0	6.9	6.5	6.5	
Aspen Hill	8.0	8.3	8.2	7.7	7.5	7.6	7.9	7.9	8.1	7.5	7.7	6.9	7.5	7.7	7.4	7.1	7.2	7.2	7.3	6.8	6.8	7.0	6.9	6.7	6.6	7.4
Bethesda	7.9	8.0	8.0	7.6	7.8	7.8	8.1	8.0	8.1	7.4	7.4	6.7	7.2	7.4	7.3	7.0	7.0	7.3	7.2	6.5	6.4	6.6	6.5	6.2	6.2	7.3
Chevy Chase	8.2	8.3	8.3	7.7	7.7	7.7	8.1	8.1	8.1	7.5	7.6	6.9	7.4	7.6	7.3	7.1	7.1	7.4	7.3	6.7	6.6	6.9	6.8	6.4	6.3	7.4
Damascus	8.4	8.6	8.5	7.9	8.0	8.1	8.2	8.3	8.5	7.8	7.9	7.2	7.7	8.0	7.9	7.7	7.9	7.7	7.7	7.0	6.8	7.4	7.3	6.7	6.6	7.8
Davis	8.0	8.2	8.2	7.4	7.4	7.5	7.8	8.0	7.9	7.5	7.5	6.8	7.2	7.5	7.3	7.1	7.2	7.3	7.3	6.7	6.5	6.7	6.6	6.4	6.4	7.3
Fairland	8.0	8.3	8.2	7.7	7.6	7.8	8.0	8.1	8.2	7.5	7.4	7.0	7.3	7.6	7.4	7.3	7.5	7.5	7.5	6.9	6.8	7.0	7.0	6.8	6.8	7.5
Gaithersburg	7.8	8.0	8.0	7.7	7.3	7.4	7.7	7.7	7.7	7.3	7.3	6.9	7.3	7.4	7.2	7.0	7.1	7.4	7.4	6.8	6.7	7.0	6.9	6.7	6.7	7.3
Germantown	7.9	8.0	8.0	7.5	7.9	7.9	8.1	8.2	8.3	7.4	7.4	7.0	7.3	7.5	7.4	7.2	7.3	7.3	7.3	6.7	6.6	6.9	6.9	6.7	6.8	7.4
Kensington	8.4	8.5	8.5	7.8	7.6	7.7	7.9	7.9	8.0	7.5	7.7	7.1	7.5	7.6	7.5	7.3	7.4	7.5	7.4	6.7	6.6	6.8	6.7	6.3	6.3	7.4
Little Falls	8.2	8.3	8.3	7.7	7.6	7.8	8.1	8.2	8.2	7.6	7.7	6.9	7.4	7.7	7.3	7.1	7.1	7.3	7.3	6.5	6.3	6.7	6.6	6.3	6.2	7.4
Long Branch	8.0	8.1	8.0	7.8	7.7	7.8	7.8	8.0	8.1	7.4	7.4	7.0	7.5	7.6	7.4	7.2	7.5	7.5	7.4	6.9	6.8	7.0	7.0	6.8	6.9	7.5
Olney	8.0	8.2	8.1	7.7	7.3	7.4	7.7	7.7	7.9	7.2	7.3	6.9	7.1	7.4	7.3	7.1	7.1	7.3	7.2	6.4	6.4	6.7	6.7	6.3	6.3	7.2
Poolesville	8.5	8.6	8.6	7.7	8.0	8.2	8.4	8.5	8.6	7.8	7.9	7.4	7.7	8.0	7.8	7.7	7.9	7.8	7.8	7.2	7.0	7.4	7.3	6.9	6.8	7.8
Potomac	8.3	8.4	8.4	7.7	7.9	7.8	8.1	8.0	8.2	7.6	7.7	7.0	7.6	7.7	7.6	7.4	7.3	7.5	7.5	6.8	6.7	7.0	6.9	6.5	6.4	7.5
Quince Orchard	7.8	8.0	7.9	7.5	7.6	7.6	7.9	8.0	8.1	7.3	7.4	6.8	7.2	7.4	7.5	7.0	7.2	7.4	7.3	6.7	6.7	6.7	6.7	6.5	6.5	7.3
Rockville	7.8	8.0	7.9	7.4	7.9	8.0	8.1	8.2	8.3	7.2	7.2	6.7	7.1	7.3	7.4	7.1	7.2	7.2	7.2	6.7	6.7	6.9	6.8	6.7	6.6	7.3
Silver Spring	7.8	8.0	8.0	7.5	6.7	6.9	7.4	7.5	7.5	6.8	7.1	6.5	7.1	7.2	6.7	6.4	6.9	7.0	7.0	6.4	6.4	6.6	6.5	6.4	6.4	7.0
Twinbrook	8.1	8.1	8.1	7.6	7.7	7.7	7.7	7.9	7.9	7.6	7.5	7.0	7.3	7.5	7.2	7.0	7.1	7.4	7.3	6.8	6.7	7.0	6.9	6.5	6.5	7.4
Wheaton	7.9	8.1	8.1	7.7	7.4	7.5	7.7	7.8	7.8	7.4	7.5	7.0	7.3	7.5	7.1	6.9	7.1	7.3	7.2	6.6	6.6	6.8	6.8	6.6	6.6	7.3
White Oak	7.9	8.1	8.1	7.4	7.6	7.6	7.8	7.8	7.9	7.4	7.4	6.7	7.2	7.5	7.4	7.0	7.2	7.3	7.2	6.8	6.7	6.9	6.8	6.5	6.5	7.3

Service category ratings given by respondents should be similar to overall satisfaction ratings given. Table 7 compares branch rankings using overall satisfaction with the average satisfaction given for the twenty-five service categories. Moving from the overall satisfaction ratings to the service category ratings, nine branches changed groups.

- 1 moved down two groups (Davis)
- 4 moved down one group (Little Falls, Kensington, Chevy Chase, and Bethesda)
- 2 moved up one group (Germantown and Twinbrook)
- 2 moved up two groups (Fairland and Long Branch)

The differences in these two lists suggests that some service categories are more important than others in predicting overall satisfaction. This topic is explored in more depth later in this report.

Table 7: Comparison of branch satisfaction: overall rating vs. average service category rating

Satisfaction Level	Overall Satisfaction Ratings		Average of Service Category Ratings	
	Rating	Branch	Rating	Branch
Higher Than Average Satisfaction	1.20	Little Falls	7.81	Poolesville
	1.22	Poolesville	7.76	Damascus
	1.25	Damascus	7.53	Potomac
	1.26	Kensington	7.49	Fairland
	1.27	Chevy Chase	7.47	Long Branch
	1.29	Potomac		
	1.29	Davis		
Average Satisfaction *	1.35	Bethesda	7.44	Kensington
	1.36	Aspen Hill	7.42	Aspen Hill
			7.41	Germantown
			7.40	Chevy Chase
			7.37	Twinbrook
			7.36	Little Falls
Lower Than Average Satisfaction	1.42	Germantown	7.35	Rockville
	1.44	Quince Orchard	7.31	White Oak
	1.44	Wheaton	7.30	Davis
	1.45	Fairland	7.29	Quince Orchard
	1.45	White Oak	7.29	Wheaton
	1.47	Twinbrook	7.28	Gaithersburg
	1.48	Rockville	7.27	Bethesda
	1.49	Gaithersburg	7.24	Olney
	1.49	Olney	6.99	Silver Spring
	1.51	Long Branch		
	1.56	Silver Spring		

* Difference between the branch rating and the average rating was not statistically significant.

Question 1: Main reasons for using the library

While all branches showed similar patterns in the reasons given for using the library – more respondents come to borrow books than to use computers, for example – there was still variation between branches, as seen in Table 8, which compares branch responses against the average of all branches. Little Falls had a particularly large percentage that came to borrow books and get information. Poolesville had the highest percentage that came for entertainment and leisure-time materials. Fairland stands out for the percentage of respondents who visit to use computers. Likewise, Damascus stands out for the percentage of respondents who visit to attend programs or meetings.

Table 8: Percent of respondents that visited a library for each reason

	Borrow Books	Entertainment	Educational Purposes	Information	Use Computer	Read Newspaper	Program Meeting	Meet Friends	Other
Averages	64	60	46	36	29	20	12	8	7
Aspen Hill	60	56	42	36	30	16	13	8	8
Bethesda	61	53	47	36	34	28	10	8	9
Chevy Chase	69	64	39	34	22	23	11	2	8
Damascus	65	69	49	31	25	18	17	6	7
Davis	69	72	42	40	27	23	10	5	4
Fairland	64	56	53	36	44	16	11	10	7
Gaithersburg	61	51	53	37	35	20	11	6	8
Germantown	56	54	48	34	29	17	8	10	6
Kensington	68	69	43	39	27	19	12	2	8
Little Falls	75	69	37	44	23	27	10	3	4
Long Branch	54	45	55	37	41	21	8	9	7
Olney	66	63	47	38	22	14	9	4	8
Poolesville	63	76	42	32	25	16	11	5	4
Potomac	63	62	47	33	23	20	11	3	7
Quince Orchard	68	65	49	34	26	19	9	11	6
Rockville	59	42	52	30	33	18	10	11	9
Silver Spring	59	48	45	32	29	21	10	5	6
Twinbrook	60	59	48	41	32	21	11	6	10
Wheaton	58	58	50	39	33	26	8	8	8
White Oak	61	58	53	40	34	25	10	8	6

Green = higher than average rating for that area

Yellow = difference between the rating and the average rating was not statistically significant

Red = lower than average rating for that area

Question 3: Frequency of library visits

All branches had more respondents that came weekly than any other frequency. One-third of Poolesville's respondents visit monthly, and one-sixth of Gaithersburg's respondents visit daily. The most variation is seen in the percentage of respondents that visit daily.

Table 9: Percent of respondents that visit at each frequency, by branch

	Weekly	Monthly	Daily	Several times a year	Today is first visit	Don't recall
Averages	53	25	9	9	2	1
Aspen Hill	47	25	9	11	3	3
Bethesda	56	23	10	9	1	1
Chevy Chase	59	26	4	6	4	0
Damascus	53	30	4	9	2	1
Davis	61	21	7	8	0	0
Fairland	48	22	13	14	1	1
Gaithersburg	46	23	16	10	2	1
Germantown	47	29	10	10	1	2
Kensington	56	26	10	5	1	1
Little Falls	63	24	5	4	1	0
Long Branch	49	21	14	10	1	3
Olney	55	30	4	7	0	1
Poolesville	47	35	4	10	1	0
Potomac	55	28	6	8	0	1
Quince Orchard	51	26	12	9	1	1
Rockville	46	21	14	10	3	1
Silver Spring	54	18	14	9	2	1
Twinbrook	57	20	11	8	3	0
Wheaton	51	23	10	11	3	1
White Oak	51	25	13	8	2	1

Green = higher than average rating for that frequency

Yellow = difference between the rating and the average rating was not statistically significant

Red = lower than average rating for that frequency

Question 7: How have libraries made a difference in your life?

Table 10 compares branch responses to the average across all branches. Responses here are only somewhat consistent with responses to Question 1: Main reasons for using the library. For example, Gaithersburg and Long Branch show a high percentage of respondents that used computers and also show a high percentage that felt libraries made a difference by providing computers for use and learning. Long Branch, however, showed a high percentage of respondents who used the library for educational purposes but showed only an average percentage who felt that libraries contributed to school assignments and projects. Damascus, Germantown, and Long Branch all showed relatively high percentages of respondents that felt libraries made a difference because they presented a place to attend meetings, relax, socialize, and have fun. Of the three, however, only Damascus reported a high percentage of respondents who had used the library for that purpose.

Examining Table 10 alone, the Gaithersburg and Long Branch branches show relatively high percentages of respondents that cited learning a language as a way in which libraries make a difference. Likewise, four branches show disproportionately high percentages of respondents that cited improved career options and research of job opportunities: Gaithersburg, Germantown, Long Branch, and Silver Spring.

Table 10: Percent of respondents who indicated that libraries made a difference in their life in each area, by branch

	Personal Information Need	Quality of Life	School	Children	Personal Growth and Entertainment	Computers	Meetings and Social Function	Career	Job Search	Language	Other Value	Business
Average	44	42	41	39	31	29	21	19	17	10	6	5
Aspen Hill	43	44	40	31	28	31	20	19	14	10	6	3
Bethesda	48	43	37	33	33	33	20	19	16	9	5	6
Chevy Chase	43	49	38	41	33	20	14	13	11	8	4	5
Damascus	48	43	53	51	35	27	25	16	14	7	4	5
Davis	49	47	39	38	33	23	17	16	12	12	4	3
Fairland	39	36	42	32	29	37	22	20	17	9	7	5
Gaithersburg	46	42	41	32	32	38	20	26	26	16	6	6
Germantown	39	37	39	35	29	27	25	23	25	10	7	7
Kensington	52	51	40	42	39	30	22	21	16	11	7	5
Little Falls	53	55	36	43	31	26	17	18	14	8	5	4
Long Branch	41	35	38	30	28	38	25	29	25	17	13	6
Olney	43	39	50	44	31	24	17	18	16	9	4	6
Poolesville	51	38	53	45	39	31	20	14	15	7	6	4
Potomac	40	40	41	38	29	22	17	14	9	8	4	3
Quince Orchard	42	40	45	41	30	26	21	15	12	11	4	3
Rockville	34	38	34	29	27	29	23	21	17	9	6	5
Silver Spring	41	42	35	24	31	25	18	24	24	11	6	5
Twinbrook	50	48	40	36	33	28	20	19	17	11	5	5
Wheaton	46	42	42	34	32	34	21	24	16	12	7	7
White Oak	44	39	46	32	28	33	18	22	23	14	6	7

Green = higher than average rating for that area

Yellow = difference between the rating and the average rating was not statistically significant

Red = lower than average rating for that area

Results by Demographic Group

Results in this section show both results by demographic (gender and ethnic) group and by age group. There is a high correlation between age group and ethnic group, as seen in Table 11. Results by demographic group and results by age group tend to mirror each other for this reason.

Table 11: Correlation between age and ethnic group

Demographic Group	Age Group					Total in Group
	Under 18	18 – 34	35 – 49	50 – 64	65 and Over	
Hispanic	16%	39%	32%	11%	4%	514
White	5%	12%	27%	31%	26%	4,598
Black	13%	34%	34%	16%	4%	849
Asian	13%	24%	42%	15%	6%	823
African American	22%	26%	30%	15%	7%	381
Other	20%	26%	29%	18%	7%	360
Asian Indian	6%	28%	42%	14%	10%	224

Question 2: Overall satisfaction

Overall satisfaction ratings varied more across age groups than across demographic groups, although all groups gave high ratings. Overall satisfaction increased uniformly with age. Whites gave higher satisfaction ratings than all other demographic groups, a result compounded by the high proportion of older respondents among this ethnic group.

Table 12: Overall satisfaction ratings, by demographic group

Satisfaction Level	Demographic Group		Age Group	
	Rating	Group	Rating	Group
Higher Than Average Satisfaction	1.31	White	1.24	65 and Over
			1.31	50 – 64
Average Satisfaction *	1.36	Female	1.37	35 – 49
	1.41	Hispanic		
	1.42	Asian Indian		
Lower Than Average Satisfaction	1.41	Male	1.48	18 – 34
	1.43	Race-Other	1.62	Under 18
	1.47	Asian		
	1.50	Black		
	1.53	African American		

* Difference between the group rating and the overall average rating was not statistically significant.

Question 5: Satisfaction by service category

Average ratings across the twenty-five service categories differ markedly from the overall satisfaction ratings. African Americans had the lowest overall satisfaction ratings but one of the highest average service category satisfaction. Likewise, respondents under the age of 18 had the lowest overall satisfaction rating but the highest average service category satisfaction. Table 14 shows the patterns across all twenty-five service categories.

Table 13: Average service category satisfaction, by demographic group

Satisfaction Level	Demographic Group		Age Group	
	Rating	Group	Rating	Group
Higher Than Average Satisfaction	7.64	Hispanic	7.51	Under 18
	7.50	African American	7.45	18 – 34
	7.46	Race-Other		
Average Satisfaction *	7.43	Female	7.40	65 and Over
	7.40	Black	7.33	50 – 64
	7.38	Asian		
	7.37	Asian Indian		
	7.37	White		
Lower Than Average Satisfaction	7.34	Male	7.33	35 – 49

* Difference between the group rating and the overall average rating was not statistically significant.

Table 14: Comparison of satisfaction by service category by demographic group

Demographic Group	Customer Service				Building Amenities					Collections and Materials					Technology					Programs and Services						Overall Score	
	Availability	Helpfulness	Courtesy	Convenience	Space	Layout	Safety	Lighting	Cleanliness	Books et al	On hold	Downloadables	Hold time	Displays	Computers: PAC	Computers: Internet	Help	Catalog	Website	Relevance: Adult programs	Quantity: Adult programs	Relevance: Juvenile programs	Quantity: Juvenile programs	Relevance: Teen programs	Quantity: Teen programs		
Average	H	H	H	H	H	H	H	H	H	A	H	L	L	H	A	L	L	A	L	L	L	L	L	L	L		
Demographic Group																											
Male	L	L	A	L	A	A	A	A	A	L	L	L	L	L	A	A	A	A	L	A	A	L	L	A	A	L	
Female	A	A	A	A	A	A	A	A	A	A	H	A	A	H	A	A	A	H	H	A	H	A	H	A	A	A	
Hispanic	L	L	L	H	H	A	A	A	A	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	
White	H	H	H	H	A	A	A	A	A	A	H	L	A	A	A	A	L	A	L	L	L	L	L	L	L	A	
Black	L	L	L	A	L	L	A	A	A	A	L	A	L	L	A	A	H	A	A	H	H	A	H	H	H	A	
Asian	L	L	L	L	A	A	A	A	L	L	L	A	A	L	A	A	A	A	A	H	H	H	H	H	H	A	
African American	A	A	L	H	A	A	A	A	A	A	A	H	A	A	A	A	H	A	A	H	H	H	H	H	H	H	
Other	L	A	L	A	A	L	A	A	A	A	A	A	A	A	A	H	H	A	A	H	H	H	H	H	H	H	
Asian Indian	A	A	A	A	A	A	A	H	H	L	L	A	L	A	A	A	A	A	A	A	A	A	A	A	A	A	
Age Group																											
Under 18	L	L	L	L	A	H	H	H	H	A	A	H	A	A	H	H	H	H	H	H	H	H	H	H	H	H	
18 – 34	L	L	L	L	A	A	A	A	A	L	L	A	L	L	H	H	H	H	H	H	H	H	H	H	H	H	
35 – 49	A	A	A	L	L	L	L	L	L	L	L	L	A	L	A	A	A	A	A	L	L	A	A	L	L	L	
50 – 64	H	H	H	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	L	L	L	L	L	L	L	A	
65 and Over	H	H	H	H	H	H	H	H	H	H	H	A	H	H	L	L	L	L	L	A	A	L	L	L	L	A	

H = Higher than average satisfaction

A = Average satisfaction

L = Lower than average satisfaction

Question 1: Main reasons for using the library

The strongest patterns of library use for this and the next two questions appear when looking across demographic and age groups. Use of libraries for educational purposes, for example, shows a marked (and expected) drop-off among older respondents. Computer use is lowest among those 65 and over. Whites show the lowest percentage of computer users, though once again this is likely compounded by the number of older respondents within this demographic group.

Table 15: Percent of respondents that visited a library for each reason

	Borrow Books	Entertainment	Educational Purposes	Information	Use Computer	Read Newspaper	Program Meeting	Meet Friends	Other
Averages	64	60	46	36	29	20	12	8	7
Demographic Group									
Male	56	53	51	39	36	25	7	6	6
Female	68	65	47	34	27	17	13	7	7
Hispanic	55	49	60	33	44	18	10	10	7
White	68	68	39	36	23	20	12	4	7
Black	51	36	65	33	47	21	8	11	8
Asian	66	55	62	38	30	24	10	12	7
African American	55	42	65	33	45	20	11	14	8
Other	60	54	58	41	44	23	11	11	12
Asian Indian	61	58	47	36	26	24	11	7	6
Age Group									
Under 18	51	59	75	19	41	15	7	28	8
18 – 34	53	49	57	29	39	14	9	8	7
35 – 49	67	59	54	35	29	17	13	5	7
50 – 64	67	65	37	43	28	25	10	4	7
65 and Over	72	68	26	44	18	30	11	2	7

Green = higher than average rating for that area

Yellow = difference between the rating and the average rating was not statistically significant

Red = lower than average rating for that area

Question 3: Frequency of library visits

Once again, the strongest patterns of use appear when looking across demographic and age groups. In particular, daily visits are associated with younger respondents. Weekly visits are most likely among Asian and Asian Indian respondents and among those over 50 years of age.

Table 16: Percent of respondents that visit at each frequency, by demographic group

	Weekly	Monthly	Daily	Several times a year	Today is first visit	Don't recall
Averages	53	25	9	9	2	1
Demographic Group						
Male	54	20	14	9	2	1
Female	52	28	7	9	2	1
Hispanic	45	22	16	11	3	2
White	54	29	6	8	1	1
Black	47	16	20	11	2	1
Asian	59	20	11	7	1	1
African American	45	18	19	14	1	2
Other	53	19	14	9	1	2
Asian Indian	58	22	8	11	0	1
Age Group						
Under 18	42	23	20	10	1	2
18 -- 34	48	22	13	11	4	2
35 -- 49	53	27	7	10	2	0
50 -- 64	56	26	7	7	1	1
65 and Over	59	24	8	7	1	0

Green = higher than average rating for that area

Yellow = difference between the rating and the average rating was not statistically significant

Red = lower than average rating for that area

Question 7: How have libraries made a difference in your life?

Several items stand out in Table 17. Learning a language was cited by Hispanics more than any other group. Improving career options and researching job opportunities was cited by almost one-third of black respondents. Providing resources for personal information needs and improving quality of life were cited most often by older respondents, once again also associated with whites. While providing space to attend meetings, relax, socialize, and have fun was cited less among older respondents than among younger respondents, there is not a corresponding difference by ethnic group.

Table 17: Percent of respondents who indicated that libraries made a difference in their life in each area, by demographic group

	Personal Information Need	Quality of Life	School	Children	Personal Growth and Entertainment	Computers	Meetings and Social Function	Career	Job Search	Language	Other Value	Business
Average	44	42	41	39	31	29	21	19	17	10	6	5
Demographic Group												
Male	44	43	35	26	31	33	18	25	22	11	6	7
Female	48	44	50	46	35	31	24	18	16	11	6	4
Hispanic	36	36	46	38	33	41	22	28	24	26	6	6
White	52	50	44	42	35	26	20	16	15	9	5	4
Black	38	32	46	28	28	45	22	35	31	11	8	8
Asian	38	42	40	39	30	28	24	21	14	18	5	4
African American	35	30	47	27	26	42	24	28	25	10	8	8
Other	46	44	49	36	37	46	27	28	25	18	12	9
Asian Indian	38	40	37	41	32	20	17	17	10	8	7	5
Age Group												
Under 18	22	25	66	20	26	47	34	15	12	9	11	4
18 – 34	37	35	41	28	29	37	22	27	25	13	6	5
35 – 49	48	43	50	56	35	28	20	22	19	13	4	6
50 – 64	56	54	44	40	37	31	20	21	20	11	6	6
65 and Over	51	53	24	27	30	19	17	12	7	7	6	3

Green = higher than average rating for that area

Yellow = difference between the rating and the average rating was not statistically significant

Red = lower than average rating for that area

Other Results

The first question of the survey asked respondents to choose their main reasons for using the library in the past year. Question seven asked respondents to choose ways in which libraries have made a difference in their lives. Both questions allowed respondents to select more than one answer. Table 18 and Table 19 show the frequency with which respondents listed more than one answer for these two questions. Results in this section examine how the number of reasons given for visiting the library and the number of ways in which libraries have made a difference affect overall satisfaction and satisfaction by service category.

Table 18: Frequency of respondents citing more than one reason for visiting the library

# of Reasons	# of Respondents
0	133
1	1,881
2	1,724
3	1,656
4	1,225
5	670
6	355
7	120
8	58
9	8
Average # of reasons: 2.8	

Table 19: Frequency of respondents citing more than one way in which libraries made a difference

# of Ways	# of Respondents
0	1,172
1	1,119
2	1,215
3	1,294
4	1,122
5	739
6	528
7	301
8	162
9	79
10	34
11	53
12	12
Average # of ways: 3.0	

Question 2: Overall satisfaction

Overall satisfaction increased as the number of reasons for visiting increased and as the number of ways in which libraries made a difference in the respondent's life increased. In both cases, average satisfaction corresponds to the average number of reasons or ways.

Table 20: Overall satisfaction ratings, by number of reasons for visiting and ways libraries made a difference

Satisfaction Level	Number of reasons for visiting		Number of ways libraries made a difference	
	Rating	Number of reasons	Rating	Number of ways
Higher Than Average Satisfaction	1.32	5	1.31	6
	1.33	4	1.32	5
			1.33	4
Average Satisfaction *	1.34	3	1.36	3
	1.39	2		
Lower Than Average Satisfaction	1.46	1	1.40	2
	1.52	0	1.46	1
			1.47	0

* Difference between the group rating and the overall average rating was not statistically significant.

Question 5: Satisfaction by service category

Satisfaction by service category shows similar results – a general increase in satisfaction as the number of reasons and ways increases with statistical transitions centered around the averages.

Table 21: Comparison of satisfaction by service category by number of reasons for visiting the library and ways in which libraries make a difference

Branch	Customer Service				Building Amenities					Collections and Materials					Technology					Programs and Services						Overall Score	
	Availability	Helpfulness	Courtesy	Convenience	Space	Layout	Safety	Lighting	Cleanliness	Books et al	On hold	Downloadables	Hold time	Displays	Computers: PAC	Computers: Internet	Help	Catalog	Website	Relevance: Adult programs	Quantity: Adult programs	Relevance: Juvenile programs	Quantity: Juvenile programs	Relevance: Teen programs	Quantity: Teen programs		
Average	H	H	H	H	H	H	H	H	H	A	H	L	L	H	A	L	L	A	L	L	L	L	L	L	L		
Number of reasons given for coming to the library																											
1	L	L	L	A	A	A	A	L	A	L	L	A	L	L	L	A	A	L	L	A	A	L	A	H	H	L	
2	A	A	A	A	A	A	A	A	A	L	L	A	A	L	L	L	L	L	L	L	L	L	L	L	L	L	
3	A	A	A	A	L	L	L	L	L	A	A	L	L	A	A	L	L	L	L	A	L	L	L	L	L	L	
4	H	H	H	H	H	H	H	H	H	H	H	A	H	H	H	A	H	H	H	A	A	A	A	A	A	H	
5	H	H	H	A	H	H	A	A	A	H	H	H	H	H	H	H	H	H	H	H	H	A	A	A	A	H	
5 or more	H	H	H	A	H	A	A	H	A	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	
Number of ways cited in which libraries make a difference																											
0	L	L	L	A	A	L	L	L	L	L	L	A	L	L	L	L	L	L	L	A	A	L	L	H	H	L	
1	L	L	A	A	A	A	A	A	A	L	L	L	L	L	L	L	L	L	L	L	A	L	L	A	A	L	
2	A	A	A	A	A	A	L	A	L	L	L	A	A	L	L	L	L	L	L	L	L	L	L	L	L	L	
3	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	L	L	L	L	A	
4	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	H	H	A	A	A	A	A	A	A	
5	A	A	A	A	A	A	A	A	A	H	H	A	H	H	H	A	A	A	A	A	A	A	A	A	A	H	
6	H	H	H	H	H	H	H	A	H	H	H	A	H	H	H	H	H	H	H	H	H	H	H	A	A	H	
6 or more	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	

Service category ratings as a predictor of overall satisfaction

Montgomery County Public Libraries identified twenty-five different service categories that it felt were primary contributors to customer satisfaction. As part of its survey analysis, CountyStat tested the relationship between satisfaction with each of the twenty-five service categories and overall satisfaction. Two types of analysis were conducted: calculation of correlation coefficients and construction of a regression model. Note that for both the correlation coefficients and the regression model, negative numbers are associated with higher overall satisfaction. This is because the scale for overall satisfaction is reversed from the other scales: 1=very satisfied for overall satisfaction whereas 1=extremely dissatisfied for the service categories.

The results of the regression model, shown in Table 22, show that of the twenty-five categories, eleven were not statistically significant in predicting changes in overall satisfaction. For four of the categories that were statistically significant, higher satisfaction with the category was associated with lower overall satisfaction:

- Building Amenities: Lighting
- Customer Service: Helpfulness
- Collections and Materials: Downloadables
- Programs and Services: Quantity: Teen programs

Almost all of the predictive power of the regression model came from five categories.

- Customer Service: Availability (availability of staff when assistance is needed)
- Customer Service: Courtesy (staff courtesy and approachability)
- Collections and Materials: Books et al (satisfaction with books, magazines, audio books, CDs, videos/DVDs)
- Collections and Materials: On hold (satisfaction with the availability of books, magazines, audio books, videos/DVDs that can be borrowed or placed on hold)
- Technology: Computers: Internet (availability of computers to access the Internet)

Of these five, the availability of customer service had the largest effect on overall satisfaction followed by satisfaction with books and other materials. The regression coefficients for this core model are noted in the table.

Table 22: Correlation between service category rating and overall satisfaction

Service Category	Correlation Coefficient	Regression Model			
		Not stat sig	Lowers satisfaction	Increases satisfaction	Core model coefficients
Collections and Materials: Books et al	-0.349			V	-0.054
Customer Service: Availability	-0.345			V	-0.060
Collections and Materials: On hold	-0.342			V	-0.034
Customer Service: Courtesy	-0.334			V	-0.046
Customer Service: Helpfulness	-0.308		V		
Collections and Materials: Displays	-0.303	V			
Collections and Materials: Hold time	-0.288	V			
Building Amenities: Layout	-0.279			V	
Building Amenities: Space	-0.273			V	
Technology: Help	-0.270	V			
Technology: Computers: Internet	-0.260			V	-0.025
Customer Service: Convenience	-0.259			V	
Building Amenities: Cleanliness	-0.259	V			
Technology: Catalog	-0.256	V			
Technology: Computers: PAC	-0.256	V			
Technology: Website	-0.252			V	
Building Amenities: Safety	-0.246	V			
Collections and Materials: Downloadables	-0.245		V		
Building Amenities: Lighting	-0.233		V		
Programs and Services: Quantity: Juvenile programs	-0.222			V	
Programs and Services: Relevance: Juvenile programs	-0.220	V			
Programs and Services: Relevance: Adult programs	-0.214	V			
Programs and Services: Quantity: Adult programs	-0.201	V			
Programs and Services: Relevance: Teen programs	-0.184	V			
Programs and Services: Quantity: Teen programs	-0.181		V		

Not stat sig = not statistically significant

Major Findings

The importance of MCPL's core mission

Borrowing books and other materials remains the most important of MCPL's services. This conclusion is supported throughout the analysis. First, it is the most common reason for using the library overall, at most branches, among most ethnic groups, and among most age groups. Second, when asked how libraries have made a difference in their lives, values related to information or leisure were cited most often: researching personal information, quality of life, help with school assignments, and books for children. These were the most cited values across branches, across demographic groups, and across age groups. Finally, satisfaction with the books, magazines, audio books, and videos/DVDs available – either in the library or available through the library system – accounted for two of the five service categories that were predictors of overall satisfaction. When and how those materials were available did not predict overall satisfaction as strongly.

Patron age is strongly related to library use but not satisfaction

Survey results were analyzed to look for patterns by branch, by demographic group, and by age group. Of these three, the strongest patterns for use came from results by age group. Of the eight reasons for using the library that respondents could choose, five monotonically increased or decreased with age (i.e. the percent of respondents that chose that reason either increased steadily with age or decreased steadily with age), and one more was nearly monotonic. Also, for four of the eight reasons for using the library, the differences between the youngest age group and the oldest age group were greater than differences by branch or differences by demographic group.

Likewise, there are patterns by age for most of the eleven choices in the survey for how libraries have made a difference in people's lives. Eight of the eleven choices show nearly monotonic increases or decreases by age. In six of the eleven choices, differences in response by age were larger than differences by branch or by demographic group.

Satisfaction with library services, however, changed much more by branch than it did by age. For twenty of the twenty-five service categories, differences by branch were greater than differences by age or by demographic group. This implies that either (a) some branches are simply better at providing services than others or (b) some branches are better at matching their services to their constituency than others. In other words, a library's services or programs may be well-run but targeted to the wrong demographic or age groups.

The importance of computers for Internet access

The MCPL survey asked respondents to rate their satisfaction with twenty-five different service categories. Some of these were related to MCPL's core mission, but many were more peripheral programs and services such as building features; electronic downloads; the MCPL website and catalog; and programs for adults, children, and teens. Of all of these peripheral services, only one ended up being a core predictor of overall satisfaction – the availability of computers to access the Internet.

Computers for Internet access was most important for younger respondents and black, African American, and Hispanic respondents – more than 40% of these respondents cited using the computer as a main reason for using the library.

Use of survey results by individual branches

Individual branches looking at these results should examine their own ratings in comparison to other branches. They should also examine results by demographic group in light of the demographic and age mix of their patrons. Finally, branches should examine their own programs and services in light of the preferences of their mix of patrons.

Response Frequencies

Total number of surveys	8,036
# of surveys with all valid data	7,977
% of surveys with all valid data	99.3%

Table 23: Number of Responses by Branch

Branch		# of responses	% of responses
ID	Name		
9	Gaithersburg	687	8.6%
6	Damascus	511	6.4%
17	Potomac	493	6.2%
12	Little Falls	448	5.6%
22	Wheaton	431	5.4%
7	Davis	430	5.4%
11	Kensington	425	5.3%
2	Bethesda	396	5.0%
5	Chevy Chase	396	5.0%
18	Quince Orchard	391	4.9%
20	Silver Spring	387	4.9%
10	Germantown	385	4.8%
15	Olney	380	4.8%
1	Aspen Hill	359	4.5%
19	Rockville	354	4.4%
8	Fairland	317	4.0%
13	Long Branch	311	3.9%
23	White Oak	307	3.8%
21	Twinbrook	261	3.3%
16	Poolesville	255	3.2%
14	Noyes	29	0.4%
0	N/A	24	0.3%

Table 24: Q1 - Main reason for using the library

Reason	# of responses	% of responses
Borrowed books	5,041	63.2%
Entertainment	4,739	59.4%
Educational purposes	3,735	46.8%
Information	2,858	35.8%
Use computer/internet	2,337	29.3%
Read newspapers	1,637	20.5%
Program/meeting	851	10.7%
Other	553	6.9%
Meet friends	517	6.5%

Table 25: Q2 - Overall satisfaction

Rating	# of responses	% of nonblank responses
Very satisfied	5,249	67.0%
Satisfied	2,288	29.2%
Neutral	220	2.8%
Dissatisfied	52	0.7%
Very dissatisfied	21	0.3%
Blank or unreadable	147	

Table 26: Q3 - How often do you usually visit?

Frequency	# of responses	% of nonblank responses
Weekly	4,201	53.6%
Monthly	1,971	25.2%
Daily	756	9.6%
Several times a year	697	8.9%
Today is first visit	129	1.6%
Don't recall	82	1.0%
Blank or unreadable	141	

Table 27: Q4 - How often do you visit the website?

Frequency	# of responses	% of nonblank responses
Weekly	1,887	24.3%
Today is first visit	1,817	23.4%
Monthly	1,606	20.7%
Several times a year	1,547	19.9%
Daily	460	5.9%
Don't recall	440	5.7%
Blank or unreadable	220	

Table 28: Q5 - Service ratings (number of responses)

	Extremely dissatisfied...				Neutral	...Extremely Satisfied				Did not answer
	1	2	3	4	5	6	7	8	9	99
Customer Service										
Availability	79	31	38	51	172	280	979	2,554	3,564	229
Helpfulness	65	28	35	35	146	232	704	2,186	4,068	478
Courtesy	77	36	38	57	122	260	738	2,049	4,143	457
Convenience	92	51	104	216	301	545	1,287	1,958	2,930	493
Building Amenities										
Space	75	51	88	161	264	858	1,337	2,170	2,641	332
Layout	70	42	72	99	264	720	1,271	2,302	2,614	523
Safety	61	33	47	55	184	574	984	2,289	3,212	538
Lighting	73	30	44	64	163	450	921	2,362	3,346	524
Cleanliness	68	29	54	53	137	323	892	2,399	3,539	483
Collections and Materials										
Books et al	73	53	124	181	419	705	1,705	2,176	2,150	391
On hold	65	55	89	162	450	693	1,391	2,226	2,276	570
Downloadables	75	49	77	146	1,104	1,124	976	1,253	1,495	1,678
Hold time	69	54	74	158	602	790	1,344	1,862	2,021	1,003
Displays	66	52	57	84	481	730	1,323	2,162	2,364	658
Technology										
Computers: PAC	55	34	60	130	549	915	1,215	1,713	1,919	1,387
Computers: internet	58	47	88	173	649	1,052	1,084	1,494	1,581	1,751
Help	48	27	55	99	704	1,076	903	1,467	1,757	1,841
Catalog	58	35	67	135	527	876	1,126	1,713	1,900	1,540
Website	55	36	71	139	541	885	1,132	1,654	1,824	1,640
Programs and Services										
Relevance: Adult programs	40	28	46	77	983	1,508	821	919	943	2,612
Quantity: Adult programs	35	31	53	106	997	1,539	793	823	827	2,773
Relevance: Juvenile programs	33	13	36	85	873	1,282	732	980	1,115	2,828
Quantity: Juvenile programs	31	21	37	93	881	1,327	717	932	1,034	2,904
Relevance: Teen programs	35	23	40	83	1,065	1,508	627	641	794	3,161
Quantity: Teen programs	39	28	45	95	1,047	1,505	609	635	783	3,191

Table 29: Q5 - Service ratings (percent of nonblank responses)

	Extremely dissatisfied...				Neutral	...Extremely Satisfied			
	1	2	3	4	5	6	7	8	9
Customer Service									
Availability	1.0%	0.4%	0.5%	0.7%	2.2%	3.6%	12.6%	33.0%	46.0%
Helpfulness	0.9%	0.4%	0.5%	0.5%	1.9%	3.1%	9.4%	29.2%	54.2%
Courtesy	1.0%	0.5%	0.5%	0.8%	1.6%	3.5%	9.8%	27.2%	55.1%
Convenience	1.2%	0.7%	1.4%	2.9%	4.0%	7.3%	17.2%	26.2%	39.2%
Building Amenities									
Space	1.0%	0.7%	1.2%	2.1%	3.5%	11.2%	17.5%	28.4%	34.5%
Layout	0.9%	0.6%	1.0%	1.3%	3.5%	9.7%	17.1%	30.9%	35.1%
Safety	0.8%	0.4%	0.6%	0.7%	2.5%	7.7%	13.2%	30.8%	43.2%
Lighting	1.0%	0.4%	0.6%	0.9%	2.2%	6.0%	12.4%	31.7%	44.9%
Cleanliness	0.9%	0.4%	0.7%	0.7%	1.8%	4.3%	11.9%	32.0%	47.2%
Collections and Materials									
Books et al	1.0%	0.7%	1.6%	2.4%	5.5%	9.3%	22.5%	28.7%	28.3%
On hold	0.9%	0.7%	1.2%	2.2%	6.1%	9.4%	18.8%	30.1%	30.7%
Downloadables	1.2%	0.8%	1.2%	2.3%	17.5%	17.8%	15.5%	19.9%	23.7%
Hold time	1.0%	0.8%	1.1%	2.3%	8.6%	11.3%	19.3%	26.7%	29.0%
Displays	0.9%	0.7%	0.8%	1.1%	6.6%	10.0%	18.1%	29.5%	32.3%
Technology									
Computers: PAC	0.8%	0.5%	0.9%	2.0%	8.3%	13.9%	18.4%	26.0%	29.1%
Computers: internet	0.9%	0.8%	1.4%	2.8%	10.4%	16.9%	17.4%	24.0%	25.4%
Help	0.8%	0.4%	0.9%	1.6%	11.5%	17.5%	14.7%	23.9%	28.6%
Catalog	0.9%	0.5%	1.0%	2.1%	8.2%	13.6%	17.5%	26.6%	29.5%
Website	0.9%	0.6%	1.1%	2.2%	8.5%	14.0%	17.9%	26.1%	28.8%
Programs and Services									
Relevance: Adult programs	0.7%	0.5%	0.9%	1.4%	18.3%	28.1%	15.3%	17.1%	17.6%
Quantity: Adult programs	0.7%	0.6%	1.0%	2.0%	19.2%	29.6%	15.2%	15.8%	15.9%
Relevance: Juvenile programs	0.6%	0.3%	0.7%	1.7%	17.0%	24.9%	14.2%	19.0%	21.7%
Quantity: Juvenile programs	0.6%	0.4%	0.7%	1.8%	17.4%	26.2%	14.1%	18.4%	20.4%
Relevance: Teen programs	0.7%	0.5%	0.8%	1.7%	22.1%	31.3%	13.0%	13.3%	16.5%
Quantity: Teen programs	0.8%	0.6%	0.9%	2.0%	21.9%	31.4%	12.7%	13.3%	16.4%

Table 30: Q7 - Libraries' difference in your life

Area	# of responses	% of responses
Personal info need	3,559	44.6%
Quality of life	3,404	42.7%
School	3,304	41.4%
Children	2,946	36.9%
Personal growth/entertainment	2,519	31.6%
Computers	2,309	28.9%
Meetings/school functions	1,592	20.0%
Career	1,560	19.6%
Job search	1,342	16.8%
Language	840	10.5%
Other	457	5.7%
Business	396	5.0%

Table 31: Q8 - Demographics

Demographic Group	# of responses	% of responses
Female	3,884	48.7%
Male	2,260	28.3%
Hispanic/Latino	514	6.4%
White	4,598	57.6%
Black	849	10.6%
Asian	823	10.3%
African American	381	4.8%
Other	360	4.5%
Asian Indian	224	2.8%
American Indian	61	0.8%
Pacific	44	0.6%
Alaskan	13	0.2%

Table 32: Q9 - Source of information about MCPL

Source	# of responses	% of responses
Flyers and signs	4,068	51.0%
Website	2,621	32.9%
Newspaper (print or online)	1,445	18.1%
Other	646	8.1%